

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE
DECLARATION FOR PATENT APPLICATION

As a below named inventor, I hereby declare that:

My residence, post office address and citizenship are as stated below next to my name.

I believe I am an original, first and joint inventor of the subject matter which is claimed and for which a patent is sought on the invention entitled:

SYSTEM AND METHOD FOR EXCHANGING CREATIVE CONTENT

the specification of which was filed on November 15, 2001 as Application No. 09/987,690.

In the event that the filing date and/or Application No. are not entered above at the time I execute this document, and if such information is deemed necessary, I hereby authorize and request my attorneys/agent(s) at **Covington & Burling**, 1201 Pennsylvania Avenue, N.W., Washington, DC 20004-2401, to insert above the filing date and/or Application No. of said application.

I hereby state that I have reviewed and understand the contents of the above identified specification, including the claims, as amended by an amendment, if any, specifically referred to herein.

I acknowledge the duty to disclose all information known to me that is material to patentability in accordance with Title 37, Code of Federal Regulations, § 1.56.

FOREIGN PRIORITY CLAIM

I hereby claim foreign priority benefits under Title 35, United States Code § 119(a)-(d) of any foreign application(s) for patent or inventor's certificate listed below and have also identified below any foreign application for patent or inventor's certificate having a filing date before that of the application on which priority is claimed:

☒ no such foreign applications have been filed

☐ such foreign application have been filed as follows:



09987690-012802

EARLIEST FOREIGN APPLICATION(S), IF ANY FILED WITHIN 12 MONTHS
(6 MONTHS FOR DESIGN) PRIOR TO THIS U.S. APPLICATION

Application Number	Country	Date of Filing	Priority Claimed Under 35 USC 119
			___ Yes No ___
			___ Yes No ___
			___ Yes No ___

ALL FOREIGN APPLICATION(S), IF ANY FILED MORE THAN 12 MONTHS
(6 MONTHS FOR DESIGN) PRIOR TO THIS U.S. APPLICATION

Application Number	Country	Date of Filing

CLAIM FOR BENEFIT OF EARLIER U.S. PROVISIONAL APPLICATIONS

I hereby claim priority benefits under Title 35, United States Code §119(e), of any United States provisional patent application(s) listed below:

- ☐ no such U.S. provisional applications have been filed.
- ☒ such U.S. provisional application have been filed as follows:

Application Number	Date of Filing	Priority Claimed Under 35 USC 119
60/249,286	November 17, 2000	<u> x </u> Yes No ___
		___ Yes No ___
		___ Yes No ___

CLAIM FOR BENEFIT OF EARLIER U.S./PCT APPLICATION(S)

I hereby claim the benefit under Title 35, United States Code, §120 of the United States application(s) listed below and, insofar as the subject matter of each of the claims of this application is not disclosed in the prior United States application in the manner provided by the first paragraph of Title 35, United States Code, §112, I acknowledge the duty to disclose all information that is material to patentability in accordance with Title 37, Code of Federal

Regulations, §1.56 which became available to me between the filing date of the prior application and the national or PCT international filing date of this application:

☒ no such U.S./PCT applications have been filed.

☐ such U.S./PCT application have been filed as follows:

Application Number	Date of Filing	Status (Patented/Pending/Abandoned)

I hereby declare that all statements made herein of my own knowledge are true and that all statements made on information and belief are believed to be true; and further that these statements were made with the knowledge that willful false statements and the like so made are punishable by fine or imprisonment, or both, under Section 1001 of Title 18 of the United States Code and that such willful false statements may jeopardize the validity of the application or any patent issued thereon.

I hereby appoint:

Paul J. Berman	36,744	Jeannie M. Perron	31,180	Lee J. Tiedrich	42,184
Richard P. Dulik	40,598	C. Edward Polk	45,830	Henry P. Ting	46,278
Thomas W. Krause	40,335	Andrea G. Reister	36,253	Grady L. White	40,874
Scott B. Markow	46,899	David P. Ruschke	40,151	Anthony S. Yoo	45,540
Ann O. McGeehan	45,839	Christopher N. Sipes	39,837		

all of **Covington & Burling**, 1201 Pennsylvania Avenue, N.W., Washington, DC 20004-2401, jointly, and each of them severally, my attorneys at law/patent agent(s), with full power of substitution, delegation and revocation, to prosecute this application, to make alterations and amendments therein, to receive the patent, and to transact all business in the U. S. Patent and Trademark Office connected therewith.

Please mail all correspondence to Andrea G. Reister, whose address is:

Covington & Burling
1201 Pennsylvania Avenue, N.W.
Washington, DC 20004-2401

Please direct telephone calls to: Andrea G. Reister at (202) 662-6000.

Please direct facsimiles to: (202) 662-6291

Full name of sole or first inventor Robert dePinto	
✓ Sole or first inventor's signature <i>R. dePinto</i>	✓ Date 15 JANUARY 2002
Residence Bondi, Australia	
Citizenship ✓ AUSTRALIAN	
Mailing Address 16 / 1a Edward Street Bondi, NSW, 2026 AUSTRALIA	

Full name of second inventor, if any Caskey L. Dickson	
Second inventor's signature	Date
Residence Stevenson Ranch, California	
Citizenship	
Mailing Address 24923 W. Smokewood Way Stevenson Ranch, CA 91381-2272 USA	

Full name of third inventor, if any	
Third inventor's signature	Date
Residence	
Citizenship	
Mailing Address	

Full name of fourth inventor, if any	
Fourth inventor's signature	Date
Residence	
Citizenship	
Mailing Address	

06967690-012302

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE
DECLARATION FOR PATENT APPLICATION

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09987690-012303

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Richard P. Dulik	40,598	C. Edward Polk	45,830	Henry P. Ting	46,278
Thomas W. Krause	40,335	Andrea G. Reister	36,253	Grady L. White	40,874
Scott B. Markow	46,899	David P. Ruschke	40,151	Anthony S. Yoo	45,540
Ann O. McGeehan	45,839	Christopher N. Sipes	39,837		

all of **Covington & Burling**, 1201 Pennsylvania Avenue, N.W., Washington, DC 20004-2401, jointly, and each of them severally, my attorneys at law/patent agent(s), with full power of substitution, delegation and revocation, to prosecute this application, to make alterations and amendments therein, to receive the patent, and to transact all business in the U. S. Patent and Trademark Office connected therewith.

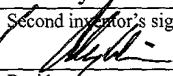
Please mail all correspondence to Andrea G. Reister, whose address is:

Covington & Burling
1201 Pennsylvania Avenue, N.W.
Washington, DC 20004-2401

Please direct telephone calls to: Andrea G. Reister at (202) 662-6000.

Please direct facsimiles to: (202) 662-6291

Full name of sole or first inventor Robert dePinto	
Sole or first inventor's signature	Date
Residence Bondi, Australia	
Citizenship	
Mailing Address 16 / 1a Edward Street Bondi, NSW, 2026 AUSTRALIA	

Full name of second inventor, if any Caskey L. Dickson	
Second inventor's signature 	Date 2001-12-18
Residence Stevenson Ranch, California	
Citizenship <input checked="" type="checkbox"/> USA	
Mailing Address 24923 W. Smokewood Way Stevenson Ranch, CA 91381-2272 USA	

Full name of third inventor, if any	
Third inventor's signature	Date
Residence	
Citizenship	
Mailing Address	

Full name of fourth inventor, if any	
Fourth inventor's signature	Date
Residence	
Citizenship	
Mailing Address	

0987690-01230

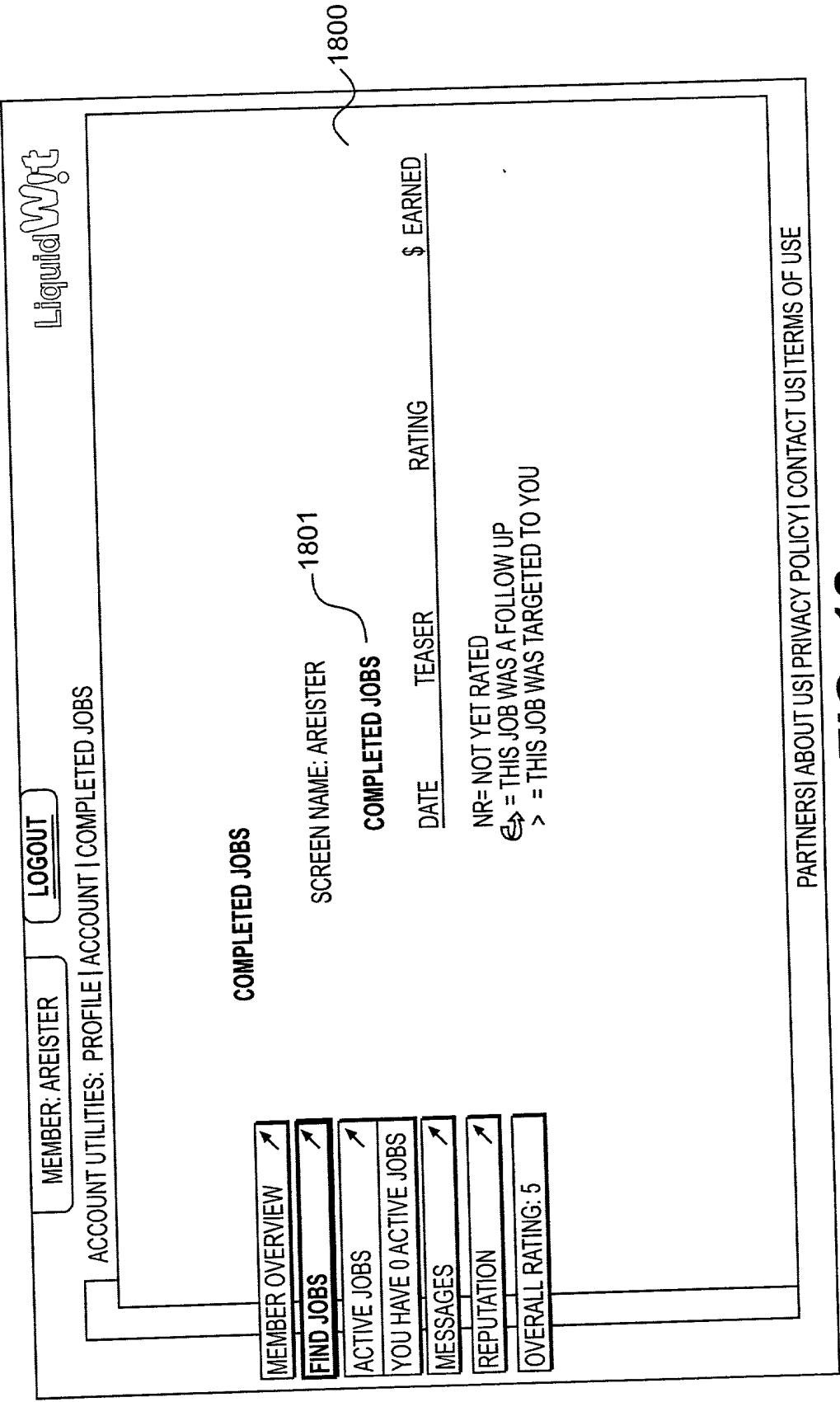


FIG. 18

MEMBER: AREISTER

LOGOUT

LiquidWit

ACCOUNT UTILITIES: PROFILE | ACCOUNT | COMPLETED JOBS

FIND JOBS

MEMBER OVERVIEW ↗

FIND JOBS

ACTIVE JOBS ↗

YOU HAVE 0 ACTIVE JOBS

MESSAGES ↗

REPUTATION ↗

OVERALL RATING: 5

WANT TO KNOW MORE ABOUT
CREATING A GREAT RESPONSE?

TO THE RIGHT ARE JOBS WE THINK MIGHT INTEREST YOU. YOU CAN BROWSE THIS LIST OR USE
THE SEARCH CRITERIA BELOW TO SEARCH OUR ENTIRE JOB BANK.

1903

JOB CATEGORIES

☐ NAMING

☐ AD BANNER

☐ MARKETING

☐ GENERAL

1902

RECOMMENDED JOBS

JOB TEASER

TESTING AGAIN

LOGO CONCEPTS

1901

CATEGORY

1904

DUE BY

SELECT ALL ▾

1905

TIME REQUIREMENTS

SELECT ALL ▾

1906

GO GET 'EM ↗

PARTNERS | ABOUT US | PRIVACY POLICY | CONTACT US | TERMS OF USE

FIG. 19A

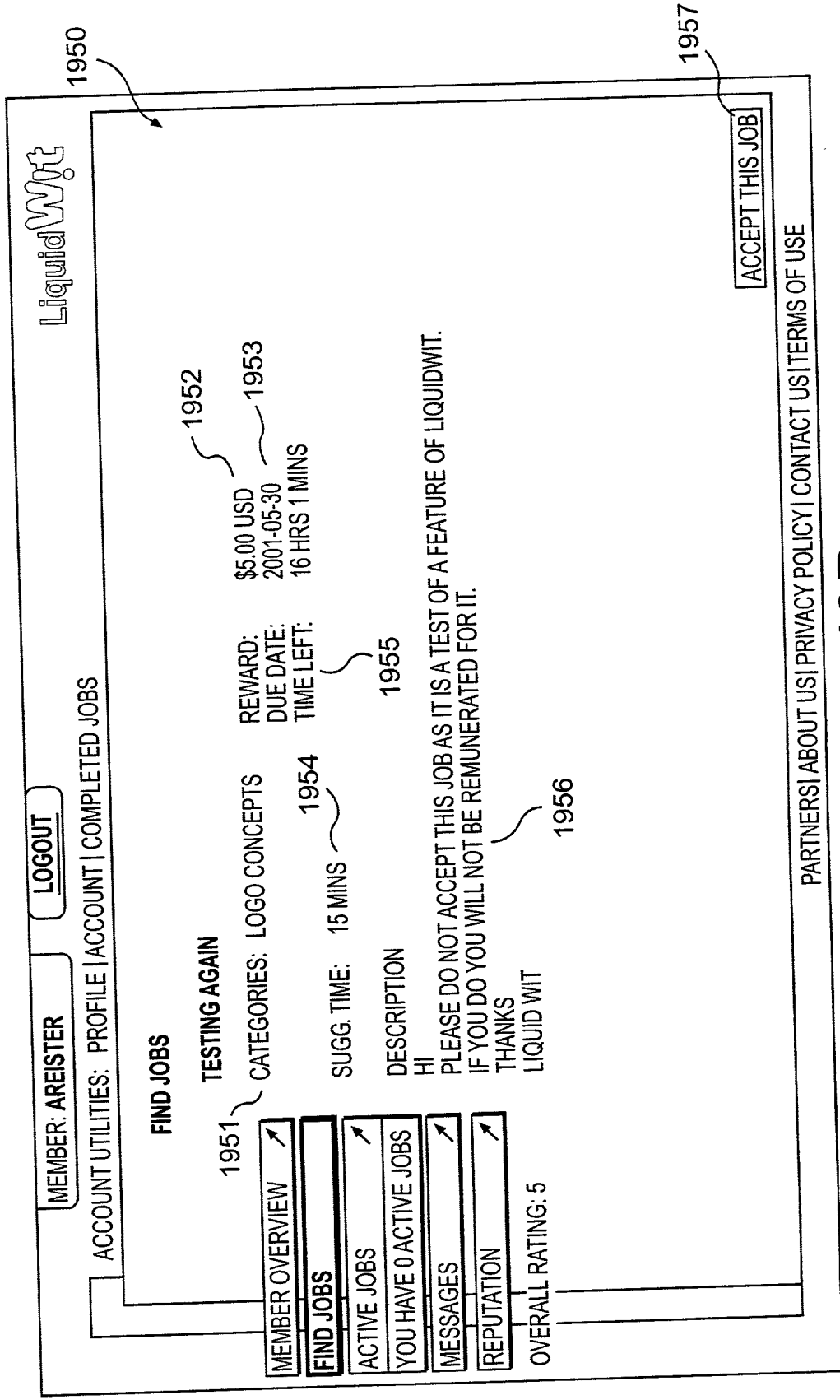


FIG. 19B

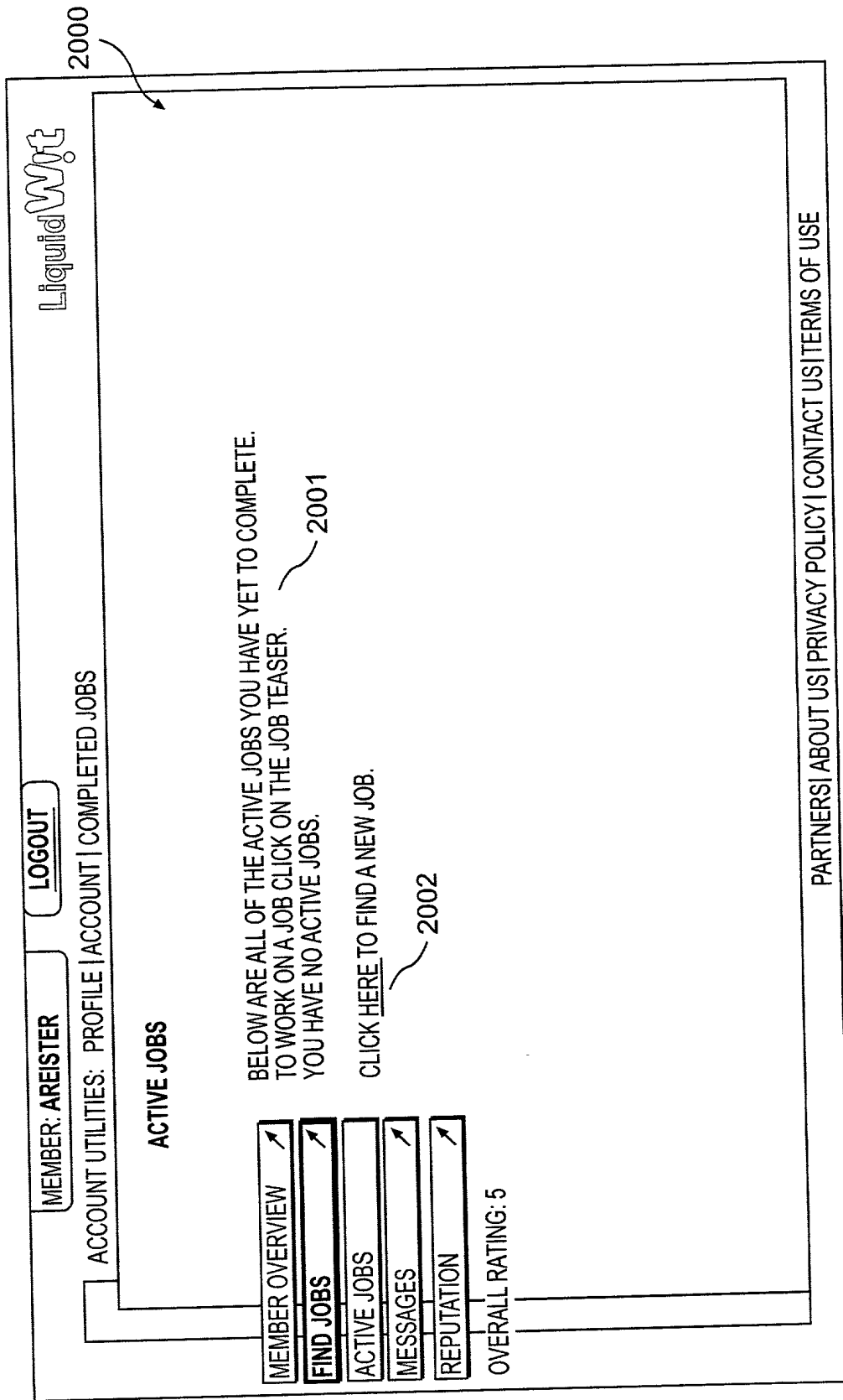


FIG. 20

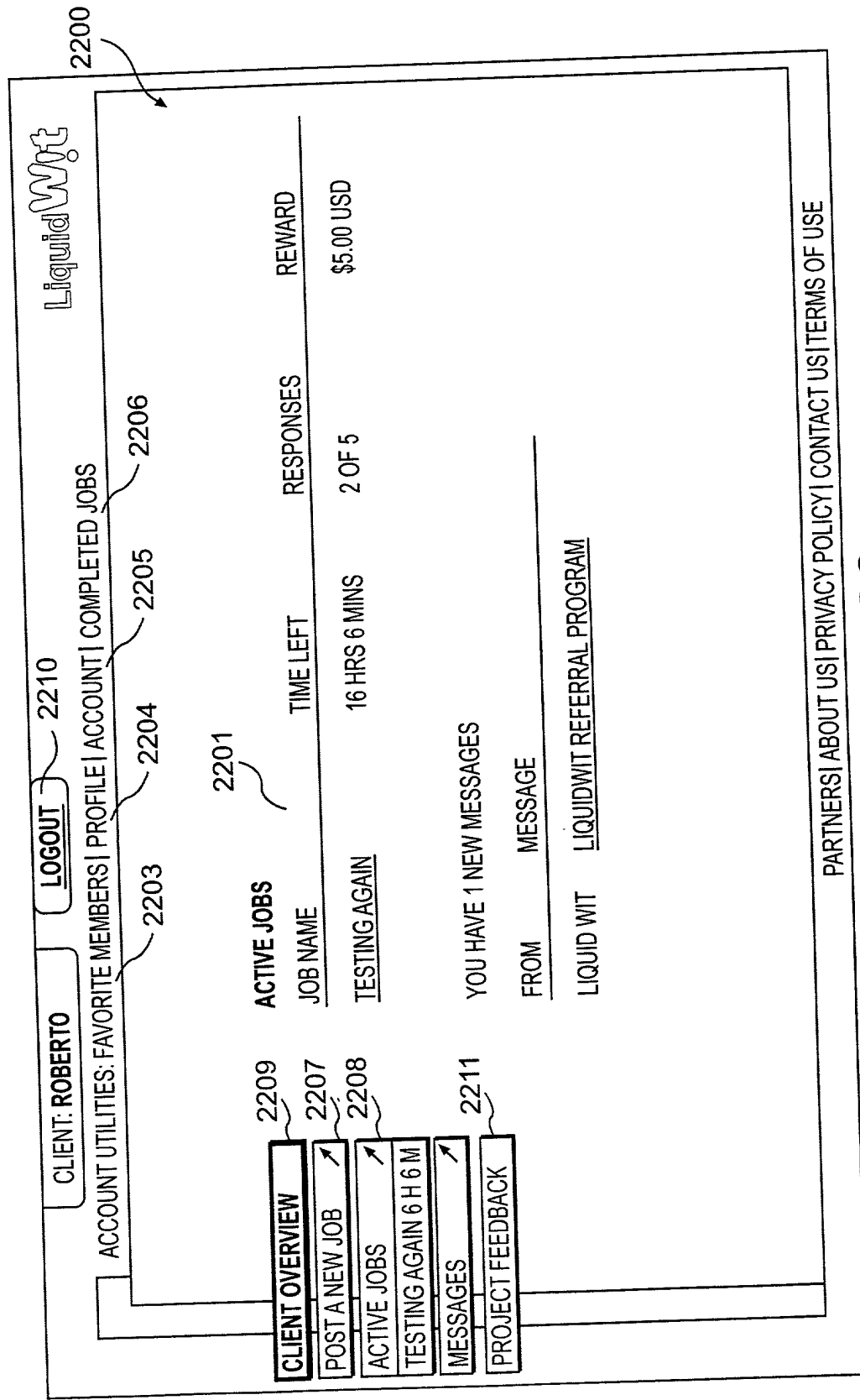


FIG. 22

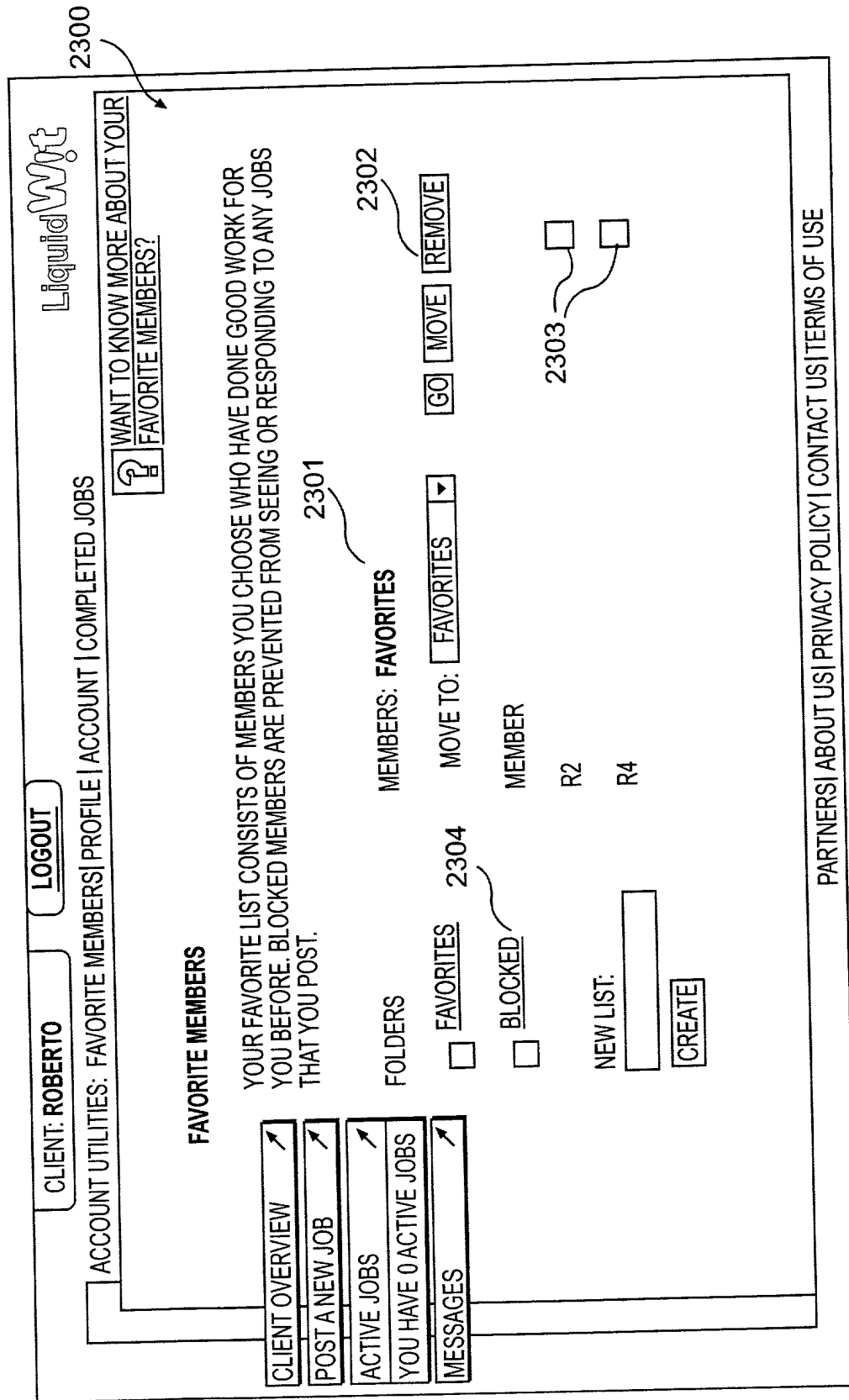


FIG. 23A

CLIENT: ROBERTO
LOGOUT

ACCOUNT UTILITIES: FAVORITE MEMBERS | PROFILE | ACCOUNT | COMPLETED JOBS

BLOCKED MEMBERS

YOUR FAVORITE LIST CONSISTS OF MEMBERS YOU CHOOSE WHO HAVE DONE GOOD WORK FOR YOU BEFORE. BLOCKED MEMBERS ARE PREVENTED FROM SEEING OR RESPONDING TO ANY JOBS THAT YOU POST.

FOLDERS

- CLIENT OVERVIEW ↗
- POST A NEW JOB ↗
- ACTIVE JOBS ↗
- YOU HAVE 0 ACTIVE JOBS
- MESSAGES ↗

MEMBERS: **BLOCKED**

MOVE TO: BLOCKED ▼

MEMBER

---NONE---

2351

2352

WANT TO KNOW MORE ABOUT YOUR FAVORITE MEMBERS?

[GO] [MOVE] [REMOVE]

NEW LIST:

[CREATE]

PARTNERS | ABOUT US | PRIVACY POLICY | CONTACT US | TERMS OF USE

FIG. 23B

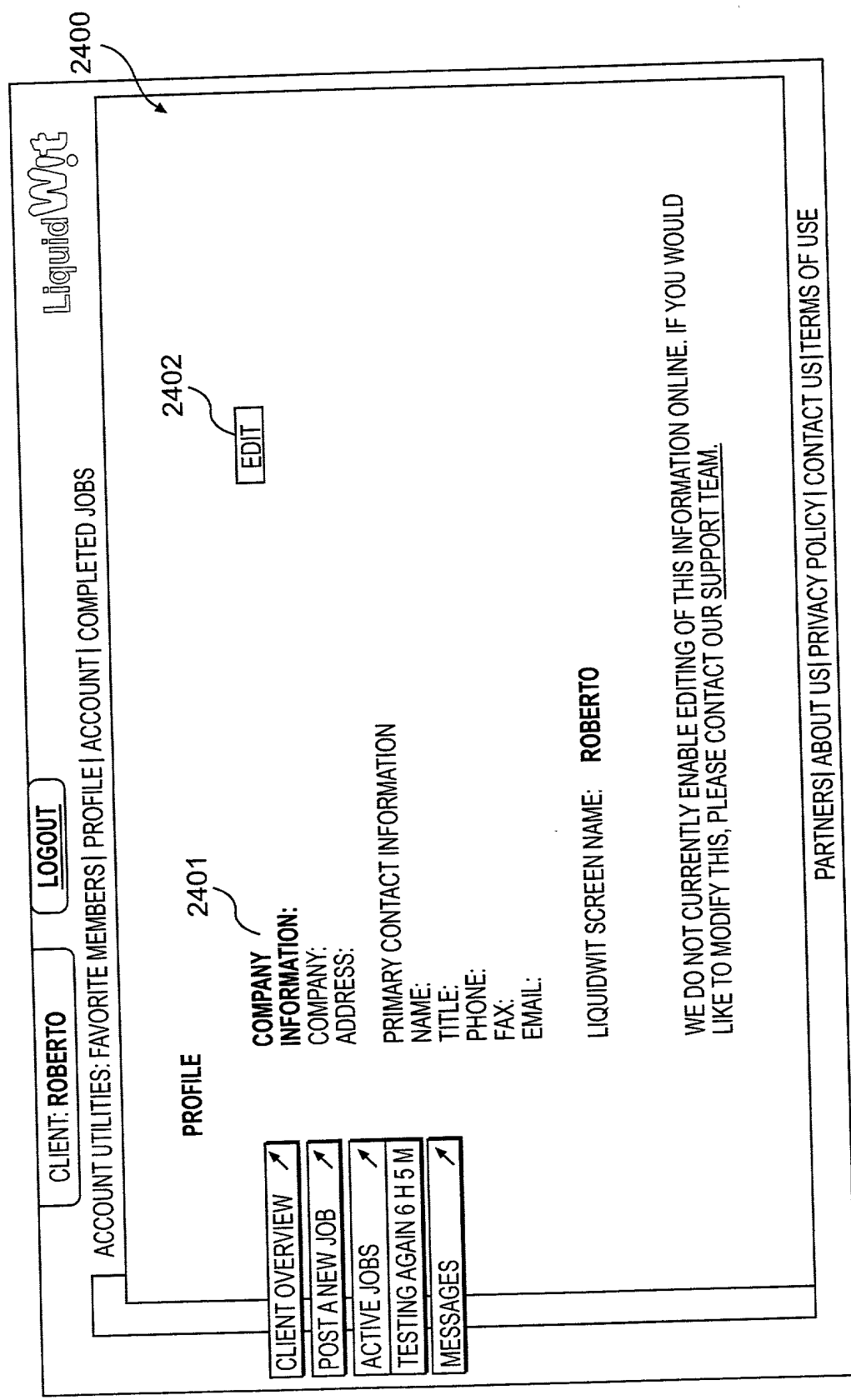


FIG. 24

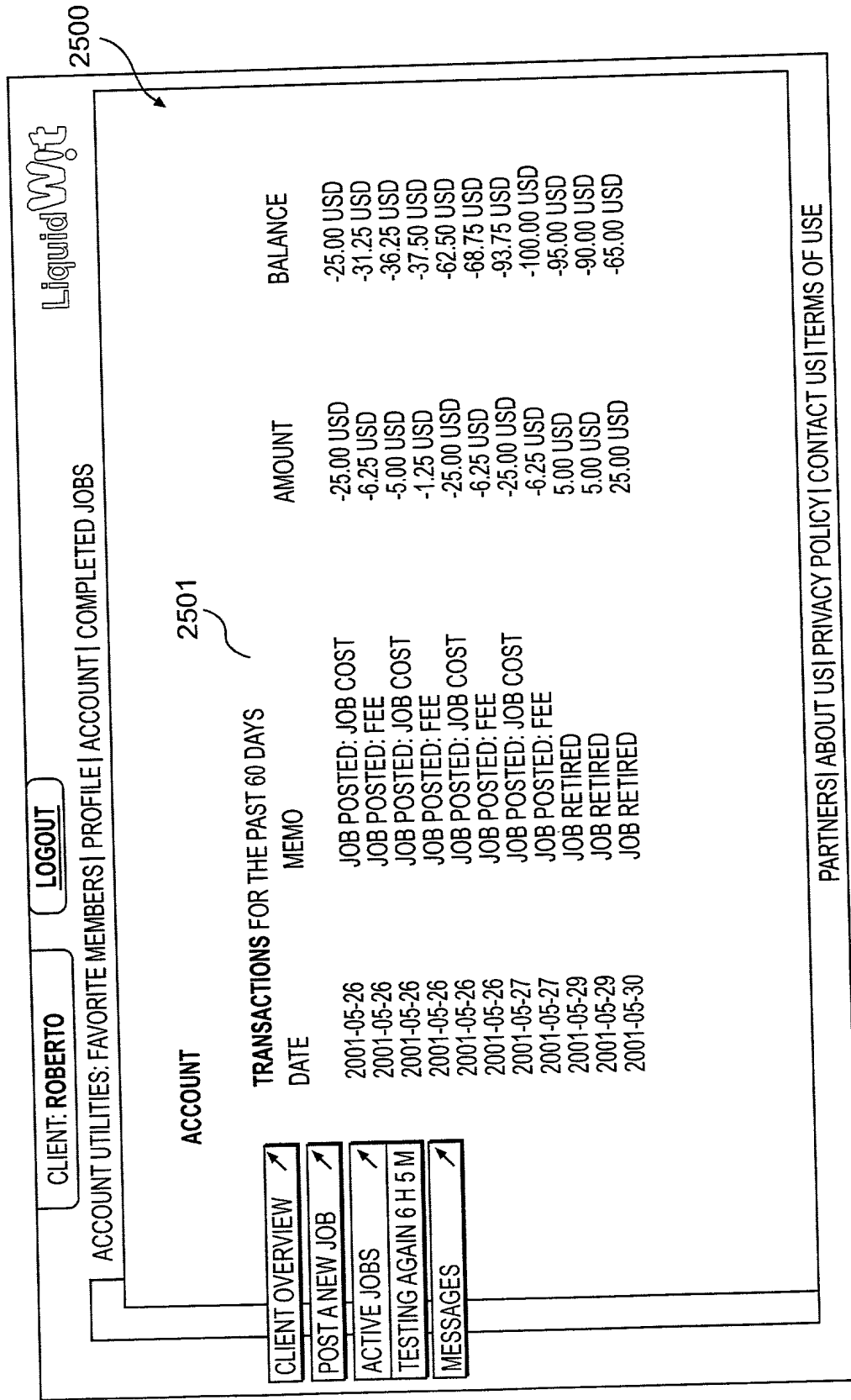


FIG. 25

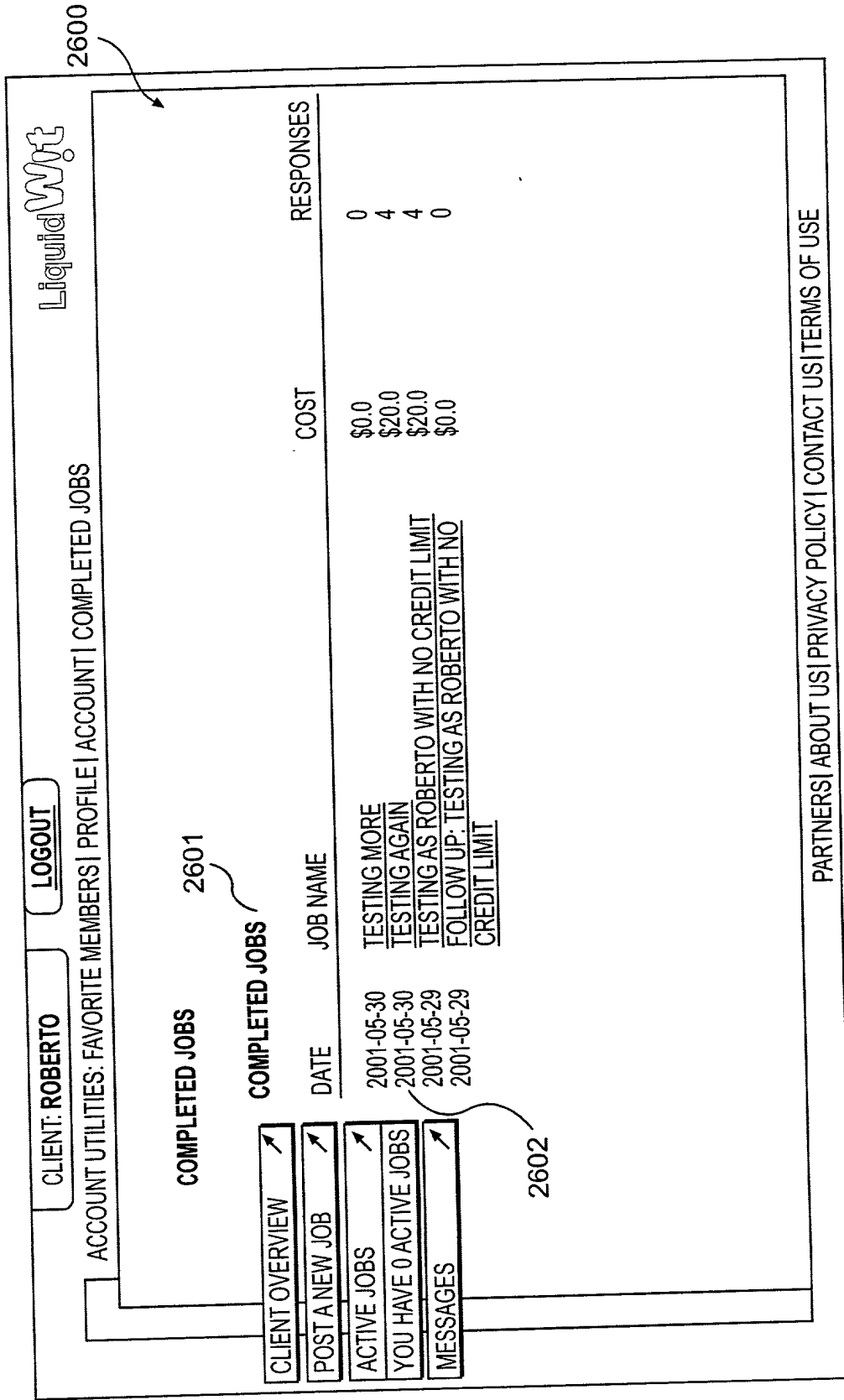


FIG. 26A

CLIENT: ROBERTO

LOGOUT

ACCOUNT UTILITIES: FAVORITE MEMBERS | PROFILE | ACCOUNT | COMPLETED JOBS

CLIENT OVERVIEW ↗

POST A NEW JOB ↗

ACTIVE JOBS

MESSAGES ↗

TESTING AGAIN

PLEASE REVIEW THE RESPONSE THAT HAVE COME IN AND RATE THEM ON A SCALE OF 1 TO 5
RATING RESPONSES HELPS IMPROVE THE QUALITY OF OUR MEMBERSHIP WHICH WILL IMPROVE
YOUR EXPERIENCE ON LIQUIDWIT. ONCE YOU HAVE RATED THEM, YOU CAN VIEW THEM UNDER
"RATED RESPONSES."

CATEGORY:

LOGO CONCEPTS

EXPIRED:

2001-05-30

REWARD:

\$5.00 USD

SUGG. TIME:

15 MINUTES

COMPLETED:

85

IN PROGRESS:

2626

JOB VIEWED:

2620

LEARN MORE ABOUT RESPONSE LISTINGS

2621

2622

2623

2624

2625

2621

2622

2623

2624

2625

FIG. 26B

CLIENT: ROBERTO

LOGOUT

ACCOUNT UTILITIES: FAVORITE MEMBERS | PROFILE | ACCOUNT | COMPLETED JOBS

ACTIVE JOBS

CLIENT OVERVIEW

POST A NEW JOB

ACTIVE JOBS

MESSAGES

TESTING AGAIN

CATEGORY: LOGO CONCEPTS

JOB VIEWED: 85

FROM: R1

TESTING BIG ATTACHMENT

EXPIRED: 2001-05-30

REWARD: \$5.00 USD

SUGG. TIME: 15 MINUTES

COMPLETED: 4

IN PROGRESS: 0

REMAINING: 1

TOTAL REQUESTED: 5

FILE 1>>

ADD TO FAVORITES

BLOCK MEMBER

FOLLOW UP

RATE THIS RESPONSE

1

2

3

4

5

SUBMIT RATINGS

NEXT RESPONSE

LEARN MORE ABOUT RESPONSE

LISTINGS

2650

2651

2652

2653

2654

2655

2656

FIG. 26C

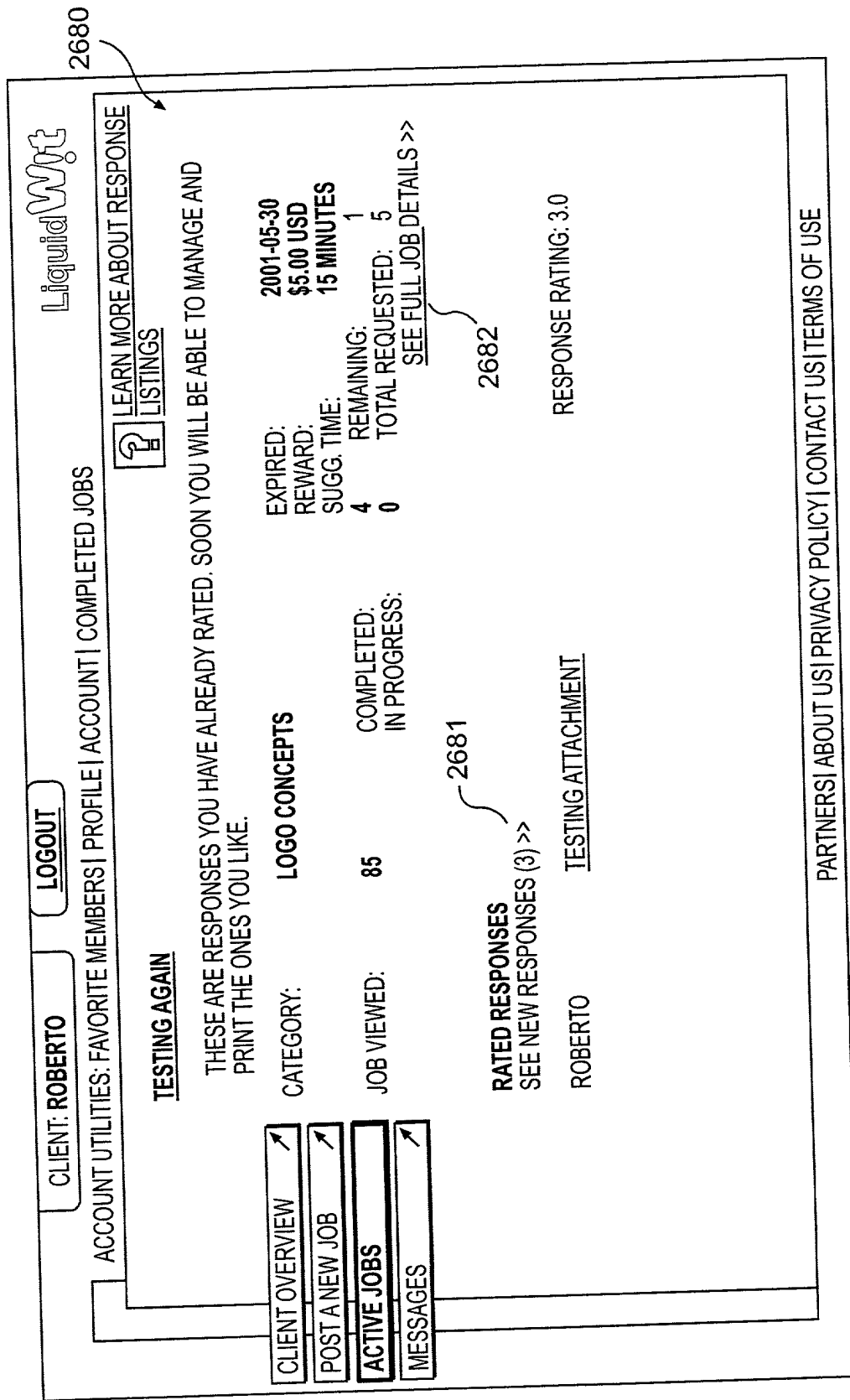


FIG. 26D

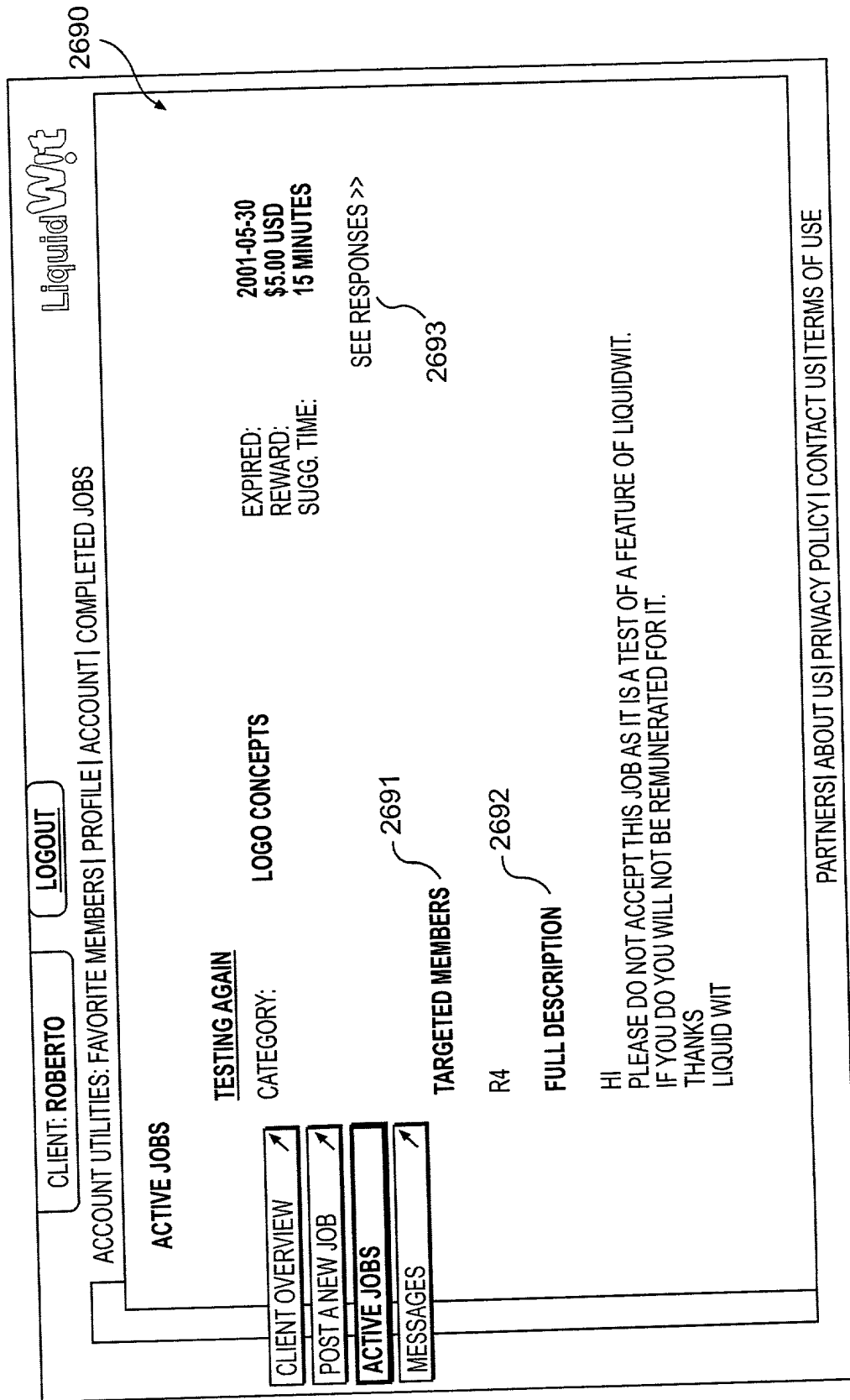


FIG. 26E

CLIENT: LW_MARKETING

LOGOUT

LiquidWit

ACCOUNT UTILITIES: FAVORITE MEMBERS | PROFILE | ACCOUNT | COMPLETED JOBS

3000

CLIENT OVERVIEW ↗

POST A NEW JOB

ACTIVE JOBS

YOU HAVE 0 ACTIVE JOBS

MESSAGES

POST FOLLOW UP

3005

PAM SCOTT QUALITATIVE AGENCY NAME

POST A FOLLOW UP TO GET ADDITIONAL INPUT ON A PREVIOUS JOB FROM MEMBERS WHOSE RESPONSES YOU WERE INTERESTED IN. USE THIS OPPORTUNITY TO ASK FOR FURTHER WORK OR TO GIVE MORE DETAILED GUIDELINES THAT WILL OFFER YOUR TARGETED MEMBERS THE OPPORTUNITY TO BUILD ON THEIR PAST RESPONSES TO THE PREVIOUS JOB. FOR EXAMPLE, YOU CAN ASK FOR ADJUSTMENTS TO A LOGO CONCEPT, MORE OR DIFFERENT EXAMPLES OF NAME POSSIBILITIES, OR ADJUSTMENTS TO COPY BASED ON MORE SPECIFIC GUIDELINES.

TEASER

➔ FOLLOW UP: NAME A UNIQUE NEW QUALITATIVE RESEARCH COMPANY

DESCRIPTION

BROWSE...

3001

TARGETED MEMBERS

NAME	RATING
<input type="checkbox"/> CHEEKY	4.0
<input type="checkbox"/> ABRAHM	4.0
<input type="checkbox"/> CONTENT	3.0
<input type="checkbox"/> FUNKWRENCH	5.0
<input checked="" type="checkbox"/> WICKEDWIT	5.0
<input type="checkbox"/> ELEMENT	4.0
<input type="checkbox"/> 268	4.0
<input type="checkbox"/> FURIOUS_GEORGE	4.0
<input type="checkbox"/> WILLIT	3.0
<input type="checkbox"/> TENFOLD	4.0

3002 DUE 3 DAYS

3003 SUGG TIME 15 MINUTES

3004 REWARD \$5

3006

TO CONTINUE VIEWING RESPONSES AND SAVE THIS FOR FOLLOWUP LATER, CLICK "NEXT RESPONSE". IF YOU ARE READY TO POST THIS FOLLOWUP JOB NOW, CLICK "POST FOLLOWUP".

POST FOLLOWUP ↗

PARTNERS | ABOUT US | PRIVACY POLICY | CONTACT US | TERMS OF USE

FIG. 26F

CLIENT: JOET

LOGOUT

LiquidWit

ACCOUNT UTILITIES: FAVORITE MEMBERS | PROFILE | ACCOUNT | COMPLETED JOBS

POST A NEW JOB: STEP 1 2 3 4

TELL ME ABOUT CREATING A GREAT LIQUIDWIT BRIEF

CLIENT OVERVIEW

POST A NEW JOB

ACTIVE JOBS

YOU HAVE 0 ACTIVE JOBS

MESSAGES

JOB BRIEF 2701

USE THE FORM BELOW TO CREATE A NEW JOB. THE BETTER YOUR QUESTIONS AND THE MORE INSIGHT INTO YOUR PROBLEM YOU CAN GIVE, THE BETTER MEMBER RESPONSES ARE LIKELY TO BE. CLICK ON THE HELP LINKS FOR ADDITIONAL TIPS.

NAME FOR INTERNAL REFERENCE ? 2702

JOHN DOE

JOB TEASER ? 2703

TEST

DESCRIPTION

TESTING

JOB CATEGORY ? 2704

NAMING

FILE ATTACHMENT 2706

BROWSE...

SAVE DRAFT

GO TO STEP 2 2707

FIG. 27A

CLIENT: JOET

LOGOUT

LiquidWit

ACCOUNT UTILITIES: FAVORITE MEMBERS | PROFILE | ACCOUNT | COMPLETED JOBS

POST A NEW JOB: STEP

1

2

3

4

LEARN MORE ABOUT SCHEDULING A JOB.

JOB SCHEDULING

SELECT THE OPTIONS BELOW TO DEFINE YOUR JOB REQUIREMENTS.

CLIENT OVERVIEW ↗

POST A NEW JOB ↗

ACTIVE JOBS ↗

YOU HAVE 0 ACTIVE JOBS

MESSAGES ↗

NUMBER OF ANSWERS

50 ANSWERS

DUE?

4 DAYS

?

?

?

?

2721

2722

SUGG. TIME

1 HOUR

REWARD PER RESPONSE

\$50

?

?

2723

2724

SAVE DRAFT

GO TO STEP 3 ↗

2725

FIG. 27B

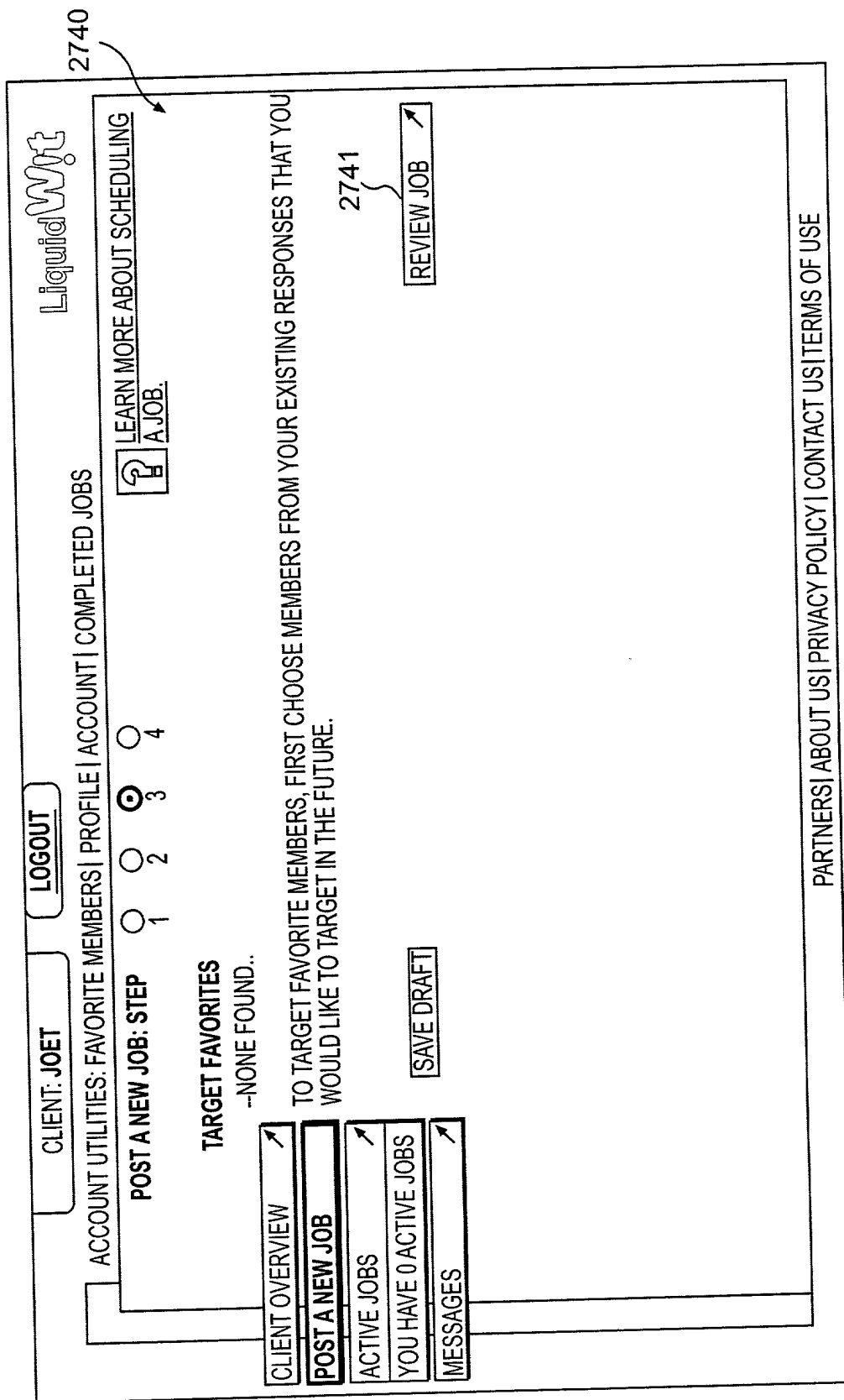


FIG. 27C

CLIENT: JOET

LOGOUT

LiquidWit

ACCOUNT UTILITIES: FAVORITE MEMBERS | PROFILE | ACCOUNT | COMPLETED JOBS

POST A NEW JOB: STEP

1 2 3 4

CLIENT OVERVIEW

POST A NEW JOB

ACTIVE JOBS

YOU HAVE 0 ACTIVE JOBS

MESSAGES

REVIEW JOB

PLEASE REVIEW THE FOLLOWING INFORMATION FOR YOUR JOB

NAME: JOHN DOE

CATEGORY: NAMING

SUGG. TIME: 1 HR

TEASER: TEST

DESCRIPTION:

TESTING ATTACHMENT: NONE

DUE: 4 DAYS

RESPONSES: 50

REWARD: 50.0 USD

SUB TOTAL: 2500.0 USD

TOTAL COST: 3125.0 USD

2761

POST JOB

2760

PARTNERS | ABOUT US | PRIVACY POLICY | CONTACT US | TERMS OF USE

FIG. 27D

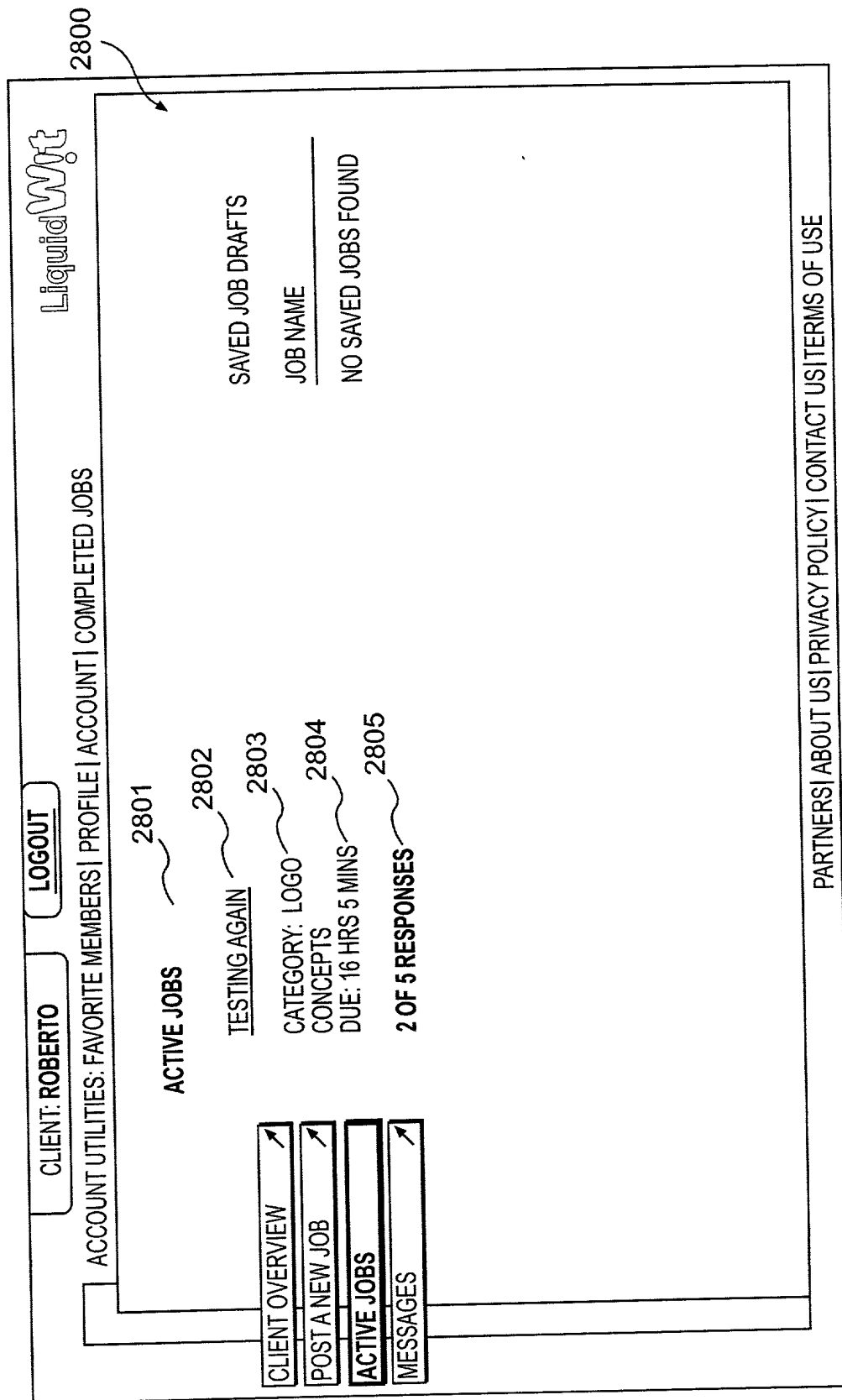


FIG. 28

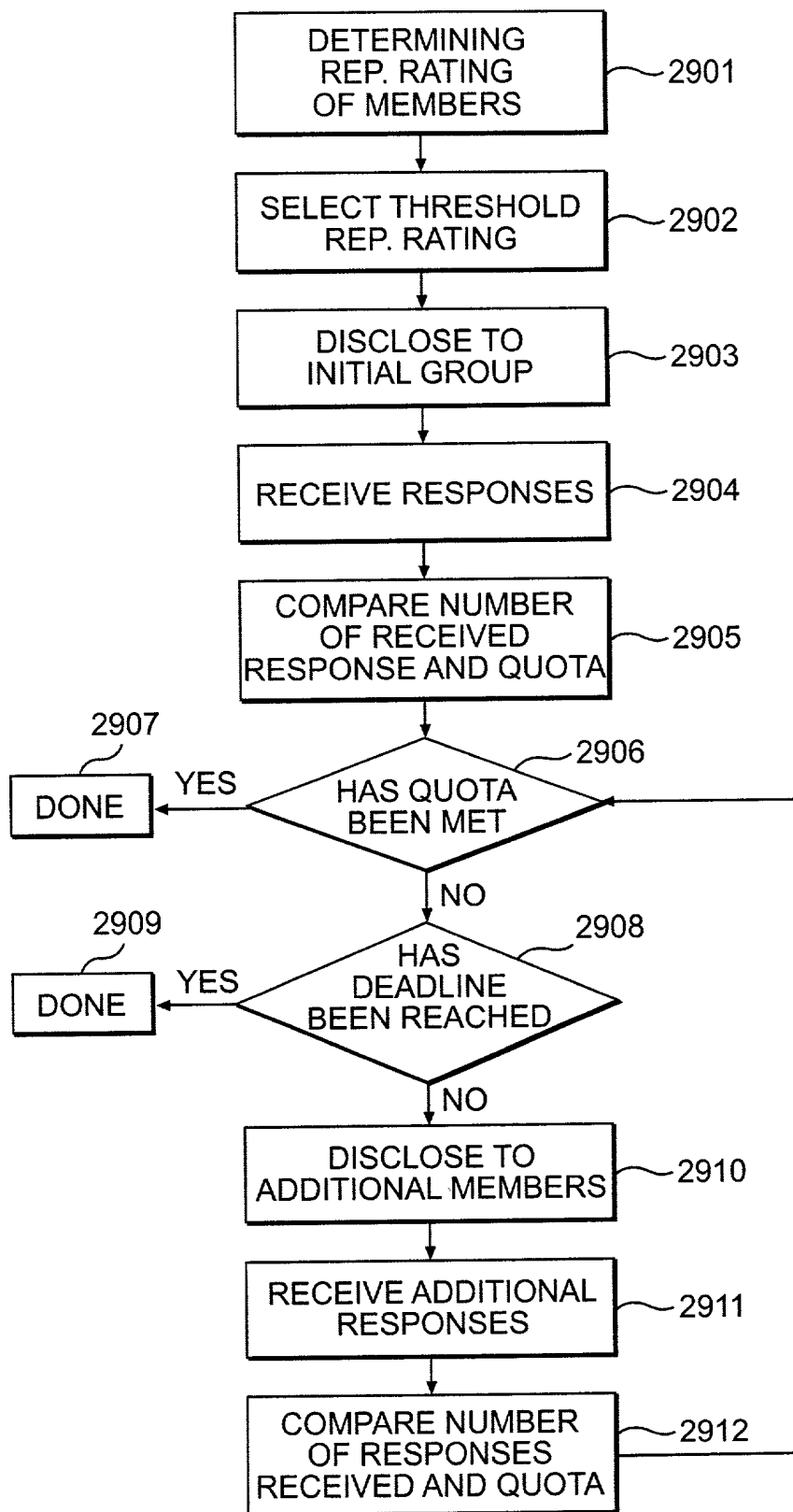


FIG. 29

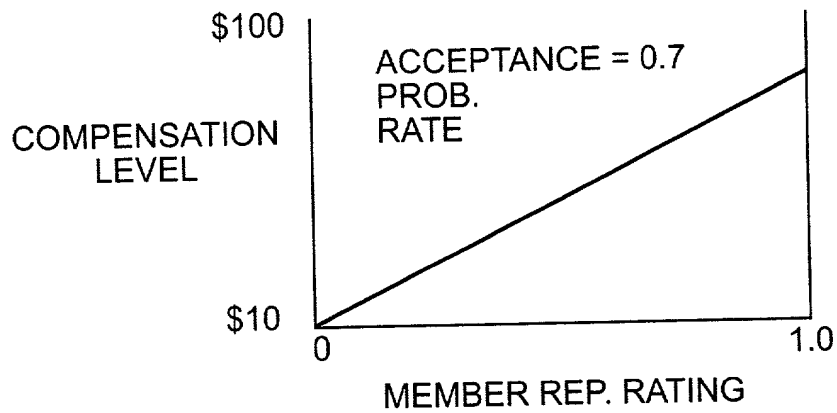


FIG. 30A

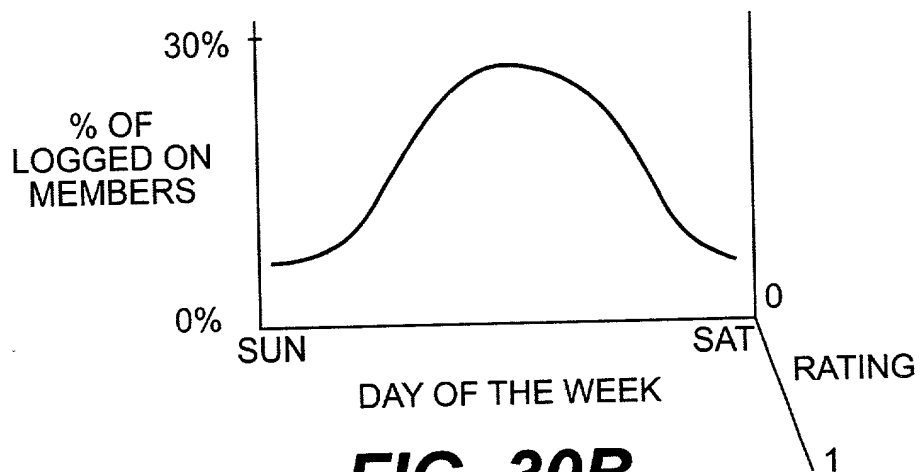


FIG. 30B

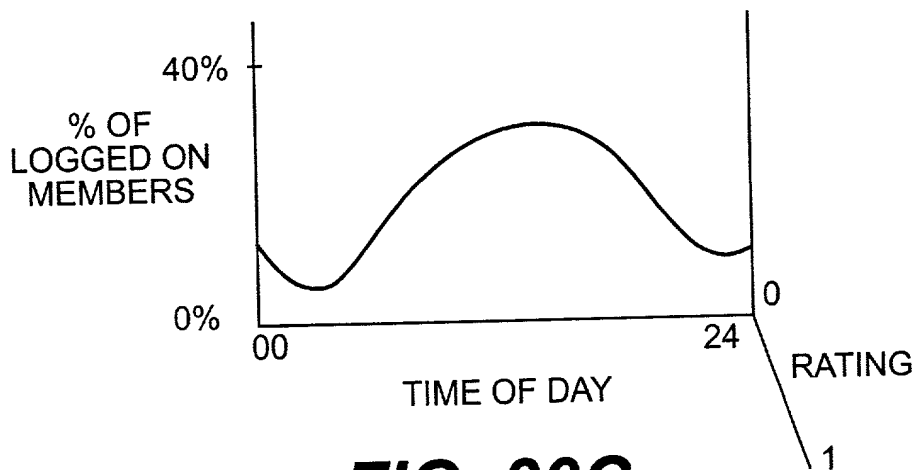


FIG. 30C

202210-06978660

202310106978660

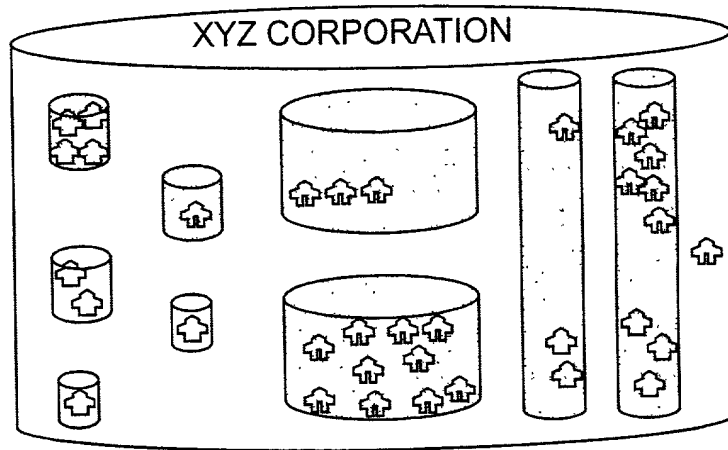


FIG. 31

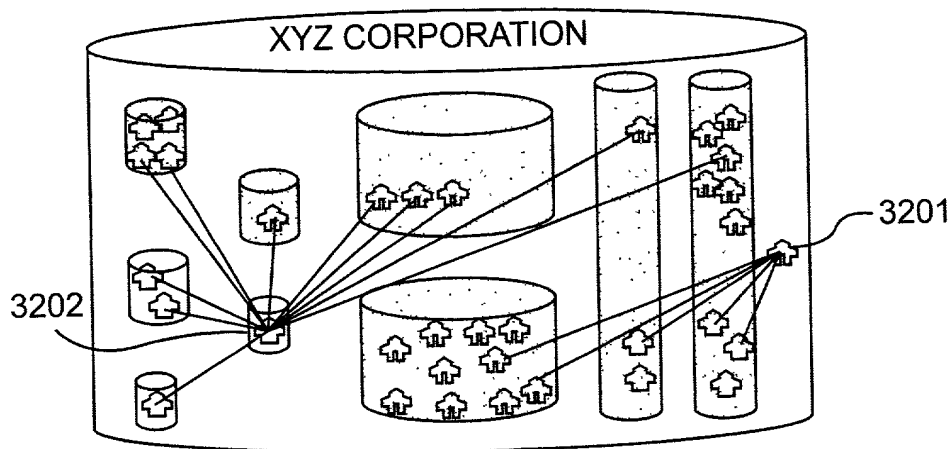


FIG. 32

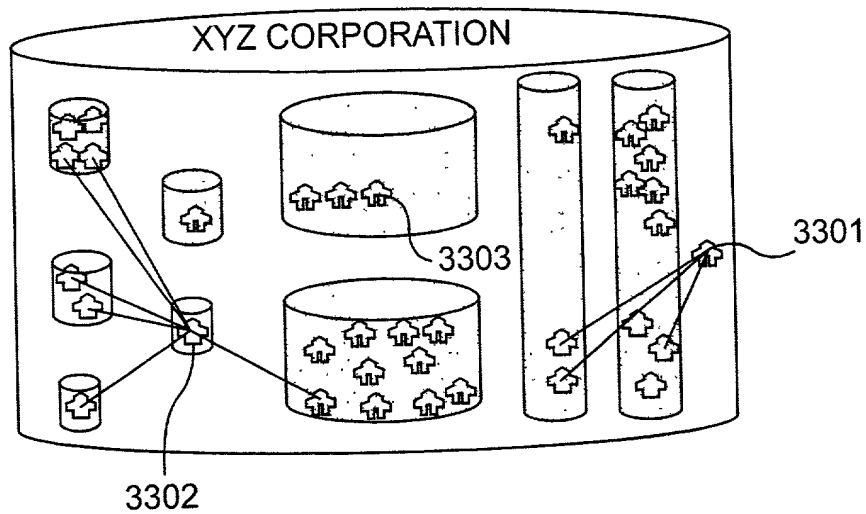


FIG. 33

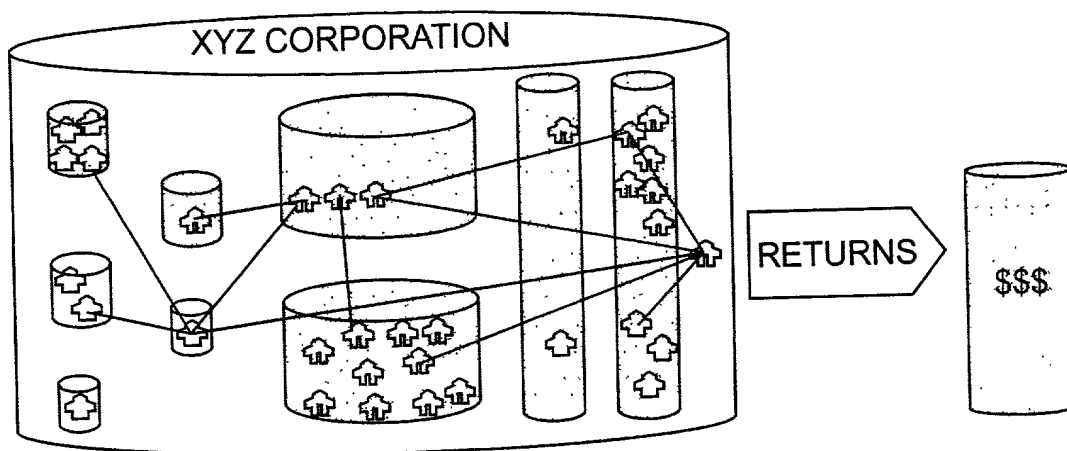


FIG. 34

MEMBER / HOME

100

WELCOME!

WHAT WOULD YOU LIKE TO DO TODAY?

- CONFIGURE / REVIEW YOUR PROFILE 110
- SHOP ON VCN 120
- CHECK OUT SOME NEW JOBS 130
- SEE YOUR NOTEPAD AND NOTES 140
- LOGOUT 150

REVIEW/SELECT JOBS:

- PROBLEMS 160
 - A PROB
 - B PROB
 - C PROB
 - C PROB 1
 - C PROB 2
 - C PROB 3
 - C PROB 3A
 - C PROB 3B
 - C PROB 3C
 - FCB CREATIVE BRIEF (JOB NUMBER: 0707) 162
 - XYZ CREATIVE BRIEF (JOB NUMBER: 7070) 162
 - BIG BAD BBQ'S (JOB NUMBER: 3987) 162
 - PETS ON LINE (JOB NUMBER: 1788) 162
 - C PROB 3D
 - C PROB 3E
 - C PROB 3F
 - C PROB 4
 - C PROB 5
 - C PROB 6
 - D PROB
 - E PROB
 - F PROB
 - F PROB 1
 - F PROB 2
 - F PROB 3
 - F PROB 4
 - F PROB 5
 - F PROB 6

FIG. 1

2003270" 06928660